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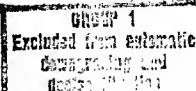
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CRR/ERA
29 December 1965

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Communist Cultural and Propaganda Activities in Less Developed Countries

We have recently completed a series of research studies which conclude that Communist cultural and propaganda programs directed toward less developed countries have expanded rapidly since the mid-1950's and now cost about \$440 million a year. The USSR underwrites about one-half of the cost of this cultural and propaganda offensive, the East European Communist countries about one-quarter, and Communist China the remaining quarter. Enough successes have been achieved to suggest that these programs will be maintained and even expanded in certain areas, particularly in Africa and Asia.

In carrying out their cultural and propaganda activities in the less developed areas, the Communist countries have (1) signed cultural agreements with 36 countries; (2) established binational friendship societies and cultural centers in more than 40 countries; (3) maintained press representatives in more than 50 countries and concluded more than 30 news agency agreements; (4) conducted film showings and exhibits and exchanged increasing numbers of delegations, performing groups, and athletic teams; (5) published in 1964 more than 1,000 books in 28 million copies in 24 languages spoken in less developed countries; (6) increased their radio broadcasting to these countries



from little more than 600 hours a week in 1955 to 2,600 hours a week in 1965; and (7) granted more than 50,000 scholarships since 1955 to less developed country nationals for academic, technical, and military training in Communist countries.

To give added substance to their efforts at "image building" in the less developed world, the Communists have effectively orchestrated their cultural and propaganda programs with well publicized and liberal doses of tangible material aid. Since 1955, Communist countries have extended almost \$12 billion in economic and military assistance, much of it concentrated in a few key strategic nations such as India.

The underlying theme of all such Communist cultural and propaganda efforts suggests a twofold Communist objective. They seek, first, to distract the less developed countries from the realities of the incompatibility of world Communist and local nationalist goals. Second, they seek to create the basis for lasting rapport and cultural contact which will facilitate their efforts to influence and shape the developing economic and social order and political orientation of the newly emergent nations. Through the military training programs in particular -- which may range as much as four years for those attending higher military schools -- the Communists have been afforded an opportunity to establish important relationships with an elite in less developed countries that can exert substantial influence on the orientation of existing regimes and on the choice of their successors.

In general, Communist propaganda and cultural programs have been successful in enhancing the Communist image. They probably will continue to be expanded over the next few years. In all less developed countries, however, Sino-Soviet competition in purveying competing ideologies and models for development probably will increasingly influence the content of the programs.

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Ass't. for Special Projects
Office of Current Intelligence

In accordance with our conversation, I am
enclosing drafts of two possible memoranda to the
President.

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Chief, Economic Research Area

29 December 65
(DATE)

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